# New Low Tar Entry Packs Taste Of Cigarettes Having 60% More Tar.

## 'Enriched Flavor' idea succeeds–increases taste of new 9 mg. tar MERIT without the usual increase in tar.

You can write today for a study conducted by the American Institute of Consumer Opinion for Philip Morris showing that 9 mg. tar MERIT delivers as much – or more – flavor than higher tar brands – brands having up to 60% more tar.

The reason is 'Enriched Flavor.' An extraordinary new flavor process developed by Philip Morris researchers.

'Enriched Flavor' is extra flavor. Natural flavor. Flavor that can't burn out, can't fade out, can't do anything but come through for you.

And it's only in MERIT. At 9 mg. tar, one of the lowest tar levels in smoking today.

If you're looking to become a low tar smoker, or don't particularly enjoy the taste of the low tar brand you smoke now – you'll be interested.

### Low Tar, Good Taste: Filters Fall Short

At first, we tried designing special filters. Like others, our results were generally disappointing.

These results confirmed a belief that if there was any way to get flavor – real flavor – into a low tar cigarette, the answer had to lie somewhere in the tobacco itself.

So we focused on the business end of smoking. The tobacco end. And decided if we wanted to get more flavor through to you, we'd just have to start with more.

After a twelve-year effort, our Richmond Research Center succeeded. *They isolated the "key" flavor ingredients of tobacco as they exist in cigarette smoke.*

By fortifying tobacco with those natural ingredients that proved to be high flavor, yet low tar producers, they were able to pack MERIT with 'Enriched Flavor' – without the usual corresponding increase in tar.

### Taste-Tested By People Like You.

9 mg. tar MERIT was taste-tested against five current leading low tar brands ranging from 11 mg. to 15 mg. tar.

Thousands of filter smokers were involved, smokers like yourself, tested at home.*

The results were conclusive.

*Even if the cigarette tested had 60% more tar than MERIT, a significant majority of all smokers tested reported new 'Enriched Flavor' MERIT delivered more taste.*

Repeat: delivered more taste.

In similar tests against 11 mg. to 15 mg. menthol brands, 9 mg. tar MERIT MENTHOL performed strongly too, delivering as much – or more – taste than the higher tar brands tested.

You've been smoking "low tar, good taste" claims long enough. Now you've got the cigarette.

MERIT. Incredible smoking pleasure at one of the lowest tar levels in smoking today – only 9 mg. tar.

From Philip Morris.

*American Institute of Consumer Opinion. Study available free at request. Philip Morris Inc., Richmond, VA 23261.

MERIT and MERIT MENTHOL

9 mg "tar," 0.7 mg. nicotine av. per cigarette by FTC Method.

9 mg tar 0.7 mg nicotine

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1976

2061190626

Source: https://www.industrydocuments.ucsf.edu/docs/flln0226 2061190626